

How to Cite:

Narendra, V. S. (2022). Socio-economic health aspects of rural artisans. *International Journal of Health Sciences*, 6(S2), 8101–8112. <https://doi.org/10.53730/ijhs.v6nS2.7023>

Socio-economic health aspects of rural artisans

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Abstract---Using financial data from rural artisans in India, this research seeks to summarise the issues these small business owners face. The unorganized sector is a major feature of these rural craftsmen. When it comes to preserving India's cultural history, these craftspeople are held in high esteem yet denied access to contemporary technology and financial aid. The Indian economy can benefit greatly from this sector's contributions to employment, rural income, and the purchasing power of rural residents. Craft and handiwork is the second-largest unorganised sector of employment in India, after agriculture, behind only manufacturing. [1] Craft in India is more than just a business; it represents the aspirations and aspirations of the nation's over 23 million handcraft workers. To promote the financial well-being of rural artisans, the government has implemented some economic initiatives.

Keywords---rural artisans, unorganised sector, growth development, issues challenges, socio-economic developments.

Introduction

It is well-known that the traditional Indian village economy has long been self-sufficient and self-sustaining, and this practice continues to this day. India's non-farm rural economy relies heavily on craftsmen from the unorganised sector, a prominent feature. A labour force study on employment and unemployment done by the National Sample Survey Organization (NSSO) in 2011-12 estimated that 47.41 million people were working, of whom 82.7 percent (39.14 million) worked in the unorganised sector. According to the National Commission for Enterprises in the Unorganised Sector, 'The unorganised sector consists of all unincorporated private enterprises owned by individuals or households engaged in the sale and production of goods and services operated on a proprietary or partnership basis and with less than ten total workers; Weavers (for saris, stoles, shawls, and dhotis), potters, metalworkers (for sterling silver, copper, and brass), sculpting artists, and others make up the rural craftsmen. When it comes to preserving India's cultural history, these craftspeople are held in high esteem yet denied access to contemporary technology and financial aid. The Indian economy may benefit greatly from this sector's contributions to employment, rural income, and

the buying power of rural residents. Most rural artisans follow in the footsteps of their ancestors and play a vital role in preserving a vibrant cultural heritage. [3] These rural craftsmen have inherited their abilities from their dads and mothers. Their work may be seen as more than just a business; it manifests the community's deepest aspirations and needs.

Type of rural artisans	Unit manufactured per day	Earnings per day
Puppet makers of Katputli Nagar	10 pieces	Rupees 300
Block printers of Sanganer	7-8 bedsheets	Rupees 500
Handmade Jewellery	-----	Rupees 400
Blue potters of Jaipur	-----	Rupees 500

Table 1: Types of Handicraft artisans and earnings per day

Meaning of rural artisans: More than half of a skilled worker's income comes from village crafts like art and handicrafts, such as weavers and metalware makers (such as those who produce silverware and copperware), carpenters, and sculptors (such as those who deal with wood or metal or clay or stone). Rural artisans work from their homes and use family members as labourers most of the time. They use locally sourced raw materials and tailor their products to meet local demand. Some of the work that these rural craftsmen do might be considered an auxiliary service to agriculture and farming.

Rural Economic

Rural Economics is a branch of economics that focuses on applying economic concepts to rural regions. Rural areas are often defined as those situated outside of urban regions. The Census of India defines the revenue village as the primary unit of rural area. Villages are part of the rural economy, and the rural community is made up of those who live in them. Problems in rural areas include backwardness in agriculture, poverty, low employment opportunities, low infrastructural development, low illiteracy, low labour productivity, lower agricultural prices, surplus labour force, larger population, high migration, and a high dependency on natural resources and the environment.

Features of Rural Economy

Main characteristics of rural economy are:

1. Village is an Institution: Almost all of a rural community's requirements are met by the Village, a main institution. People in rural areas have a strong sense of community and a strong attachment..
2. Dependence on Agriculture: Nature and agricultural activities have a significant role in the rural economy. In rural regions, farming and related activities are the primary sources of employment..
3. Life of Rural People: There are few luxuries in country life. It's difficult to get access to public services such as education (including housing), health (including sanitation), transportation (including communication), banking, roads, and markets. People in rural areas rely on religious beliefs,

superstitions, and other cultural customs. The bulk of rural people live in appalling conditions. While urban areas have advanced considerably in technology, the rural sector has remained mostly unchanged. The number of people using alcohol has increased in recent years..

4. Population Density: There is an extremely low population density, as indicated by the number of people living per square kilometre..
5. Employment: Rural communities suffer from high rates of unemployed, seasonal unemployed, and underemployed workers. The term "unemployed" refers to those who are eager and able to work but cannot find a job. In the case of underemployment, also known as disguised unemployment, individuals are employed more than what is necessary. When individuals are working, but there is no growth in output, this is known as "disguised unemployment." In rural places, both of these circumstances are prevalent..
6. Poverty: To be considered poor, a person must not be able to meet their basic necessities such as food, clothes, and shelter. Around 22 crore rural residents are estimated to be poor in 2011-12, living below the poverty line..
7. Indebtedness: Poverty and underemployment, low wages, seasonal production, a weak marketing network, etc., all contribute to rural residents' high debt levels. "An Indian farmer is born in debt, lives in debt, dies in debt, and bequeaths debt," wrote Sir Malcolm Darling, a well-known British writer, in 1925. Villagers rely on local money lenders, who act like parasites, since official lending facilities are unavailable. So it's no surprise that so many people in the hamlet take their own lives.
8. Rural Income: Due to a lack of work or self-employment alternatives in rural areas, the rural population's income is limited. Many skilled and unskilled workers are underemployed, and there is little room for them to earn more money.
9. Dependency: Families in rural regions are heavily reliant on social assistance and remittances from relatives who work in cities.
10. Dualism: For example, a region may include both developed and undeveloped areas as well as organised and unorganised, traditional, controlled, and the unregulated regions. This kind of dualism is known as "dualism." In rural places, these traits are commonplace.
11. Inequality: Rural people's income, wealth, and asset distributions are heavily skewed. Inequality has its roots in various historical, social, economic, and political contexts; let's take a look. Landowners and landlords dominate rural activities. Few individuals possess land, cattle, and other assets.
12. Migration: People from rural regions are obliged to relocate to metropolitan areas to find work that would allow them to support their families. Cities are born as a result of this kind of growth. Migration to urban regions is exacerbated by hostility among rural residents and a shortage of essential services. According to Schumacher, "double poisoning" occurs when a hamlet is deserted while a town is overcrowded. His book, 'Small is Beautiful,' explains the risks of today's growth style in great detail.'.

Rural Health, Nutrition and Sanitation

The state of one's health has a significant bearing on one's overall well-being. Large swaths of India's impoverished continue to struggle for existence and health

dismally. Smallpox, cholera, malaria, typhoid, dengue, and chicken guniya are just a few diseases afflicting rural Indians. Lack of medical services, widespread illiteracy, and extreme poverty all contribute to this. Increasing the quality of life and health of the inhabitants of an Indian state are spelled out in the constitution as "primary tasks" by the Indian constitution. To comply with the mandate of the Constitution. There have been several nutrition programmes put in place. The Mid-Term Meal Program, Nutrition Education via Print Media and Television, and Compulsory Fortification of Common Salt with Iodine are all examples of supplemental feeding programmes. Even yet, Sri Lanka's health standards are still superior to India's, and Kerala's is superior to Tamil Nadu's.

National Rural Health Mission

Since its inception on April 12th, 2005, the National Rural Health Mission (NRHM) has worked to provide affordable and high-quality medical care to the rural population, particularly those most in need. The NRHM aims to ensure that rural populations, particularly those most at risk, have access to cheap, high-quality health care. The health of women, children, and adolescents (RMNCH+A) is at the heart of NRHM's mission. The focus is a continuum of care and a life-cycle approach to mother and child health.

Requirements for Rural Development

1. Farm and non-farm rural real incomes need to be increased.
2. There must be an increase in funding for basic infrastructure and social services.
3. For the current and future challenges to be solved and sustainable development to be achieved we need to build coordinated and integrated programmes.
4. Development programmes should be developed in consultation with those who have a grasp of rural concerns and the requisite long-term vision.

Creative Economy

Everything from arts and crafts to design to fashion to cuisine to music to theatre and technology is included under this umbrella term. Cultural, artistic and heritage-related products, services, and events are the primary focus of these businesses. Artisans are an essential part of both the American and international creative economies. A growing coalition of cross-sector partners is working to improve artisan enterprises. The Aspen Institute and the Clinton Foundation are joining together to assist various types of creative entrepreneurs. For example, the Clinton Foundation's ongoing work to assist farmers in East Africa and the Artisan Alliance's Kiva loan programme, which provides loans to artisan entrepreneurs without traditional financing sources are examples of the lessons learned by the emerging coalition to support further artisan businesses, which provide viable incomes to hundreds of thousands across the globe, particularly in developing countries.. of course, [14] The following are three significant ideas we received from our partners during the February events as we continue to enhance the economic opportunities for artisans and creative enterprises.

There is a case for investing in the creative economy: Artisans, farmers, and small business owners are an integral part of all communities, whether in the rural US or a huge international city. The artisan sector is a key driver of economic growth, job creation, and cultural preservation. It is the second-largest employer in the developing world, behind only agriculture, generating incomes and providing important and unique skills development — particularly to women. Artisan businesses help expand opportunity by diversifying and stimulating local economic activity and creating new jobs that can help families and communities thrive.

Investing in the artisan sector is not charity – there's incredible economic potential with even more opportunities to be realized. According to the United Nations Conference on Trade and Development, the global artisan market generates an estimated \$34 billion a year, and the demand for handcrafted, authentic, and locally produced goods is growing. More and more individuals, foundations, businesses, and banks are seeing this artisan entrepreneurial space as an investable sector.

Get creative with financing: Access to financing remains a major obstacle for creative businesses, despite the expanding power and effect of the artisan sector. To close this gap, there are a variety of options available. On the 7th of February, participants discussed the various mechanisms for deploying capital, including impact investing products, which generate both social impact and financial return for investors; or royalty arrangements, which can produce returns over time without compromising the financial independence of an artisan.

Participants said that we need innovative financing methods to connect the connections between investors searching for big financial returns and social impact. The Aspen Institute, in collaboration with the US Department of State and Kiva, produced a Clinton Global Initiative Commitment to Action in 2014 that serves as an excellent illustration of this. Microfinance organisations and local community groups help small companies in disadvantaged areas receive the money they need by doing community outreach to small business owners and elected officials. More than 19,000 craftsmen and their families have benefited from \$237,550 in loan funds made available to 28 companies so far .[14]

Shared challenges from the US and abroad: It doesn't matter where you are on the globe; whether you're an artisan in the United States or elsewhere, you face the same obstacles. For DolmaKyap, an artisan entrepreneur, the goal was to maintain Tibetan art and craftsmanship while employing local people who had been uprooted from their nomadic lives. He was able to expand his company and pay it forward by linking local artisans with Chinese tourist markets and the worldwide community after working with the Artisan Alliance and obtaining a Kiva loan.

Reasons for Problems Faced by Rural Artisans

Rural artisans encounter several issues because of the circumstances in which they operate. For these artists, the relevance of handcrafted goods has diminished. Handicraft goods are deteriorating in quality as they compete with

more advanced and cheaper industrial products. List of elements that contributed to their failure is provided below.

1. Weak Financial Power and inability to get bank loans
The artisans had to rely on high-interest loans from money lenders to meet their financial obligations. When the artisans cannot repay the loan's interest or principal, these lenders buy the artisans' handicrafts for a fraction of their market value. Because they lack the financial wherewithal to purchase raw materials in quantity, these craftsmen's manufacturing costs are high and their profitability is poor. But even though the government has offered loans and financing at low rates to purchase tools, they are unable to get them due to the bureaucracy of the nationalised banks. The artisans' main problem is a lack of financial resources. Many of them are still waiting for a more straightforward financial reward that would allow them to continue operating their businesses and earning a living..[4]
2. Illiteracy of artisans
A lack of knowledge makes it difficult for rural artisans to maintain inventories, take advantage of government programmes, and barter with dealers and intermediaries. in India:
 - Preliminary research of crafts producers and craft output, published in Economic and Political Weekly in 2003.
 - A report by the World Bank, Most female artisans are illiterate.
 - Half the heads of households in craft-producing families are also illiterate..
3. Non availability of quality raw material
Rural artisans often lack easy access to high-quality raw materials, so they must rely on mediators and merchants to provide them with expensive and low-quality materials. Additionally, they cannot get bulk raw materials because of their limited buying power, which means they cannot negotiate a lower price for inferior products. It's becoming more common for rural artisans to work in agriculture.
4. Lack of skill improvement and technology up gradation
Regularly, artisans cannot update manufacturing technologies or attend relevant trainings due to a lack of financial resources. The quality and quantity of most handloom and handicraft products are severely hampered by old-fashioned tools, technology, and equipment..[5]
5. Shift of rural customers towards the industrial product
Traditional handicrafts are losing their appeal to rural shoppers, who are more likely to choose machine-made, well-designed, and visually appealing items. Craft is under stiff competition in today's market due to the spread of globalisation and the accessibility of lower-priced and more diverse goods. They're seen as stodgy, out-of-date, and incompatible with today's tastes. Industrial designers are used to working in close collaboration with consumers. Still, rural artisans aren't as familiar with their cultural milieu, so they can't develop things that cater to the general public's tastes.
6. Nonexistence of infrastructural facilities
Because of the growing urbanisation of craft product buyers, artisans in rural regions are increasingly forced to rely on intermediaries to help them sell their wares due to a lack of communication, workspaces, storage space, packaging facilities, and transportation. These craftsmen have limited

avenues to find new clientele in department shops and shopping malls. Moreover, artisans sometimes aren't able to sell their wares online owing to a lack of knowledge and expertise.

7. Lack of aggregation

To save money on transportation, storage, and retail, aggregation brings together items from several manufacturing units in a single location. As a result of India's poor infrastructure and connectivity, assembling items is a difficult operation contributing to many of the current supply chain bottlenecks in the crafts industry. A lack of organised procedures for aggregating items from small producers, doing quality checks, storing approved goods in warehouses, and delivering them to wholesalers and merchants in metropolitan regions is now in place..

8. Very low income and no regular work to Artisans

Insufficient wages are paid to craft workers, and even the best salaries are modest compared to those in agriculture or other non-firm occupations. Low salaries and inadequate labour exacerbate craft artisan poverty. In contrast to commercial manufacturing, production for personal use is a whole different endeavour. Suppose an artisan wants to succeed in today's highly competitive and dynamic market. In that case, they must be able to react quickly, maintain high-quality control, and accurately price their products. There must be an appropriate balance of human, financial, physical and social capital..[6]

9. Other Problems

- a. Marketing support.
- b. Neglect by Government and absence of non-farm policies.

Historical Background of Rural Artisans: The village community in pre-industrial India was economically self-sufficient. Farmers relied on the skills of rural artisans such as potters and carpenters and weavers and tavern owners to keep their businesses afloat. They used to follow in the footsteps of their forefathers and grandfathers, thus playing an important part in preserving a vibrant cultural heritage. [7] As a result of this isolated and self-sufficient life, a wealth of cultural customs and traditions developed. In settlements that are self-sufficient and remote. As soon as the harvesting process was over, peasant families would distribute a portion of their output to local artisans and craftsmen. The advent of the market economy severed the age-old ties of communal life, and artisans and artisans began receiving payment in rupees for their services at the time of doing the task. Entrepreneurial artisans began to leave their communities searching for consumers as the rural economy became more magnetised. During the struggle for independence, this practise persisted.

Meaning Of Rural Artisan: A rural artisan makes more than half of their income through village crafts including carpentry, blacksmithing, handloom, and leatherwork. Agriculture-related services are provided by rural artisans who work for themselves as self-employed individuals rather than as part of a family farm. Households predominantly involved in handicrafts required to suit local requirements are also included in this category. Some of the significant crafts of rural artisans include carpentry, blacksmithing, goldsmithing, masohing, weaving, and dyeing, all examples of subsistence village economies. [9] For the most part, rural artisans use family members to help them with their work and

their market is limited to the area in which they live. As far as I can tell, they also make use of locally sourced raw materials and labor, creating products for local markets and local demand.

Problems Of Rural Artisans: This is challenging for rural artisans such as potters, carpenters, weavers, shoemakers, and blacksmiths. It's becoming less and less important for them to exhibit their work in their villages and the surrounding cities. Because of the fierce competition from more technologically advanced items, the quality of their work is deteriorating. Their failure in this respect may be summarised and described as follows:

1. **Illiteracy Of Artisans:** It is not uncommon for most rural artisans to be illiterate or educated just to the matriculation level. Additionally, because of their lack of education, they could not continue working in the fields that supported their families. The reason is that they are unaware of the numerous policies and methods of marketing and various artisan programmes organised by the state and central governments.
2. **Non-Availability Of Raw Material:** Because of industrialization, the lack of raw materials is a challenge for these rural craftspeople. They must rely on middlemen and traders for this raw material, and as a result, pay exorbitant amounts for subpar goods. Consequently, these rural craftsmen are now required to work in the agricultural industry.
3. **Income Level Of Rural Artisans:** The rural artisan's income is also a major barrier. There are still many rural artisans who are living below the poverty level. They cannot buy high-quality raw materials, modern tools, and equipment..[10]
4. **Use Of Old and Obsolete Machinery And Equipment's:** Most of the artists working in the handcraft or handloom sector are still employing outdated tools, technology, and equipment, which harms the quality and quantity of their production..
5. **Lack of Financial Assistance:** These rural craftsmen had no choice but to rely on money lenders, who charged them a high-interest rate for their financial needs. The government has offered low-interest loans and financing for toolkits and equipment. They are still waiting for a grant that would allow them to continue their operation and connect them to the latest technology.
6. **Seasonal Demand Of Their Products:**
Agricultural artisans' products, such as those made by potters, weavers, and carpenters, have a fickle market. Crops, holidays (Holi, Diwali, Dashara, Amavashya, etc.), marriage, and other social and cultural aspects all affect their sales. In addition, since their primary clients are rural people who pay with crops and food grains, most of their sales are on credit. These rural artists provide them with all of their year-round necessities. Thus, the impoverished craftspeople only get paid twice or three times a year.
7. **No Means of Transportation and Communication:** Due to the lack of transportation and communication options in remote areas, these unscrupulous artists are forced to work in isolation. To go about, they have to rely on the transportation supplied by their landlords. Because of this, the company has no distribution centre from which it may sell its goods.

There are fairs and Melas in cities where people may sell their artwork reasonably.

8. Shift of Rural Customers towards The Industrial Products: Demand for their product dropped significantly due to the rise of industrialization, which drew rural consumers to machine-made goods that still looked well and were packaged well. Rural cultural life has been changed into a new way of life for the rural people due to the rapid expansion of communication and transportation media..[11]

It is becoming more difficult to formulate effective strategies for rural artisans due to these workers' ageing skills and antiquated technology. Artisans in the unorganised sector encounter various challenges, including a lack of expertise; a lack of exposure to knowledge and technology; and a lack of formal training. NCEUS data shows that 50 percent of India's GDP is generated by the unorganised sector in terms of activity, according to the Arjun Sengupta commission's report in 2007. [12] 85% of India's labour is working in the unorganised sector, according to NSS data from 2004-05 and the Economic Survey 2007-08, which estimates that 93% of India's workforce is self-employed and works in the unorganised sector.

Objectives

The main objective of this research is to study in details the works and activities of the rural artisans, the issues and challenges faced by these artisans in India.

1. To understand the work and activities of the rural artisans.
2. To examine the issues and challenges faced by the artisans.
3. To study the handicraft activities in the study area
4. To study the marketing strategies in the sector in the study area
5. To give some suggestions in the study area.
6. To analyze the socio-economic status of the artisans in the study area.

Statement of the Problem

The artisans facing financial challenges, diminishing craftsmanship, unavailability of raw materials and many hard comings reflecting the gap of policy and execution. The artisans are also facing the challenges and problems of marketing the products. Due to the lack of cluster center and training facilities, the artisans are facing the problems in producing the quality products.

Scope of the Study

During the study, rural artisan development has arisen as "a method aiming to better the economic and social lives of a particular group of people—the rural poor" during the study. It entails making development advantages available to rural residents trying to make a living there." There are three dimensions to rural development. It's a strategy that aims to get people involved in every aspect of a project. As a method, it aims to modernise traditional rural cultures by using science and technology. Its primary goal is to enhance the standard of living for rural residents.

Significance of the Study

The significant study aim at achieving numerous of related need for the study and also for the rural artisans' economy.

These include:

- (i) Changing the attitude of the rural people towards the development/transformation of the village community;
- (ii) Promotion of democratic leadership at the grassroots level by setting up local self-government;
- (iii) Provision of basic needs such as drinking water, health care, better sanitation, housing and employment;
- (iv) Development of both farming and non-farming activities to generate gainful employment without adversely affecting the environment;
- (v) Improving infrastructural facilities in villages, particularly transport and communication facilities and
- (vi) Ensuring a tension-free life for the rural population by promoting communal harmony and unity, literacy levels, education and cultural activities.

Limitation

The rural Handicraft artisans are the focus of this research. Researchers used data on rural artisans' socioeconomic status, income, issues, and obstacles to determine how well they performed in the research. There are hopes that the results and recommendations from this research would aid the growth of craftspeople. The investigation is restricted to the local handicrafts artists. As a first step, this study aims to update the information on socioeconomic craftspeople that is already available. In community health studies, researchers should use the latest socioeconomic statistics to determine the individuals' socioeconomic position.

Research Methodology

This research paper is a workout of exploratory research based on the secondary data collected from various journals, magazines, articles and media reports.

Conclusion

The traditional or unorganised sector is where most artisans labour, making them particularly susceptible to abuse and poor pay. As a group, they have a poorer standard of living than those in other sectors of society. Despite the government's best efforts, challenges including lack of policy execution and a focus on the macro viewpoint have rendered the initiatives ineffective. Indian civilization has always relied on its artisans, but now they are the most important factor in its growth. Therefore, the purpose of this research is to examine the problems and potential solutions to these problems. Most artisans operate in the traditional and unorganised sector, where they are exposed to abuse and poor salaries. They are at the bottom of the social and economic food chain. It's common for these folks to work long hours yet not earn enough money to sustain a basic level of life. Several things fall under the umbrella word Handicraft.

Suggestions

The current research primarily intends to assess the socio-economic situation and issues local handcraft artisans face. Artisans' difficulties and socio-economic status are examined in this research. The rural poor's socio-economic situation may be improved by involving young people more actively in the handicraft industry's growth and self-employment. The expansion of handicraft production and the creation of various kinds of bamboo and cane products need the engagement of more male craftsmen, since women are mostly focused on handloom and embroidered goods. There should be an incentive for artisans to borrow money from banks so that they may invest in the business. To raise the income of the artisans working in the field, more attention must be given. Set up a village-level handicraft marketing agency to alleviate the marketing issues.

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